



# Press Release

**FOR IMMEDIATE RELEASE**

## **WORLD'S LARGEST CONGRESS OF CONCIERGE TO DESCENT IN MALAYSIA IN 2014**

***– MyCEB and Local Concierge Association Joined Forces to Ensure Successful  
International Congress Bid for Malaysia***

**Kuala Lumpur, 17 July 2012** – Over 800 of the world's best concierge are expected to converge in Kuala Lumpur, Malaysia for the 61<sup>st</sup> Les Clefs d'Or UICH International Congress in January 2014. Kuala Lumpur was chosen as the preferred destination by the International Board of Directors of the Union Internationale Des Concierges D'Hotels "Les Clefs d'Or", headquartered in Paris, following a competitive bid presentation by the Malaysian team in Toronto, Canada.

The successful bid was initiated by Society of the Golden Keys Malaysia and supported by the Malaysia Convention and Exhibition Bureau (MyCEB), Kuala Lumpur City Hall and its hotel partners. The win further reinforces Malaysia's standing as the preferred meeting destination for global associations wanting to connect with Asia and to experience Malaysia's myriad of exciting attractions.

The concierge, means 'caretaker' or literally, 'keeper of the keys' in French, has been the hallmark of European hotels for centuries and is now fast becoming established in many well-known hotels in Asia. The first such association saw the light of day on 6<sup>th</sup> October 1929 when eleven concierges from the grand hotels of Paris joined forces to form an association. In Malaysia, the first known concierges started back in the 1980s in Penang and Kuala Lumpur. The unique profession has grown in Malaysia with the development of many international hotels in the country and the hosting of this conference in Malaysia will further grow the reputation of the famed Les Clefs d'Or in this region.

According to Mr. Ragu Kumarasamy, President, Society of the Golden Keys Malaysia, “Malaysia’s intention to bid was presented at the International Board of Directors Meeting in Dubai in October 2010. Even at the preliminary stages, they were very impressed with the preparation made by the Malaysian team and last year in 2011, we were officially awarded the right to host the conference after United Kingdom (2012) and New Zealand (2013).”

“Malaysia was chosen due to its positioning as an emerging economy especially in the hotel and tourism industry. It is also a country that offers an array of purpose-built and modern infrastructure for meetings and is easily accessible from neighbouring countries’ airports. The local organising team has already been busy evaluating potential venues for the conference as well as hotels to support the accommodation of the delegates from 44 member countries,” continued Mr. Ragu.

Society of Golden Keys Malaysia acts as an association of professional concierges of hotels and resort hotels in Malaysia, and as an affiliate of the Union Internationale Des Concierges d’Hotels “Les Clefs d’Or”. Its objectives are to establish and promote high professional and ethical standards among concierges of hotels in Malaysia.

According to Mr Zulkefli Hj Sharif, Chief Executive Officer, MyCEB, “At MyCEB, we are very supportive of local associations and we encourage collaborations to attract more business events into the country. Through our Industry Partner Programme (IPP), members of which include trade partners such as hotels and meeting venues, MyCEB has been providing co-operative sales and marketing opportunities, sales lead distribution, industry education and training and networking opportunities. This win will be the best opportunity for hotels in the country to showcase its level of service and professionalism, for both business and leisure tourism”.

For more information about the Society of Golden Keys Malaysia, please visit <http://www.uichlesclefsdor.org/article-6322746.html>

###

**For more information, please contact:**

**International Enquiry:**

Ms Ho Yoke Ping

General Manager, Sales and Marketing

Malaysia Convention & Exhibition Bureau

Tel: +603 2034 2090 • Fax: +603 2034 2091 • Email: [pingho@myceb.com.my](mailto:pingho@myceb.com.my)

**Local Enquiry:**

Muhammad Nizam Hj Khamis (Mr)

Account Manager

G2 Public Relations

Tel: +603 2178 0033 • Fax: +603 2163 4001 • Email: [nizam.khamis@g2.com](mailto:nizam.khamis@g2.com)

**NOTE TO EDITORS**

**About the Malaysia Convention & Exhibition Bureau (MyCEB)**

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia's business tourism brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

As a measure to further develop the international events industry, MyCEB has launched a specialist unit known as the International Events Unit (IEU) which focuses on identifying and supporting international event bids including sports, art and culture and lifestyle events. The IEU's goal is to identify and assist homegrown events with the potential to attract international publicity and international attendances.

In November 2011, MyCEB unveiled its new tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my)

**July 2012**